

Barcelona Data Sheet 2014

Main economic
indicators for the
Barcelona area

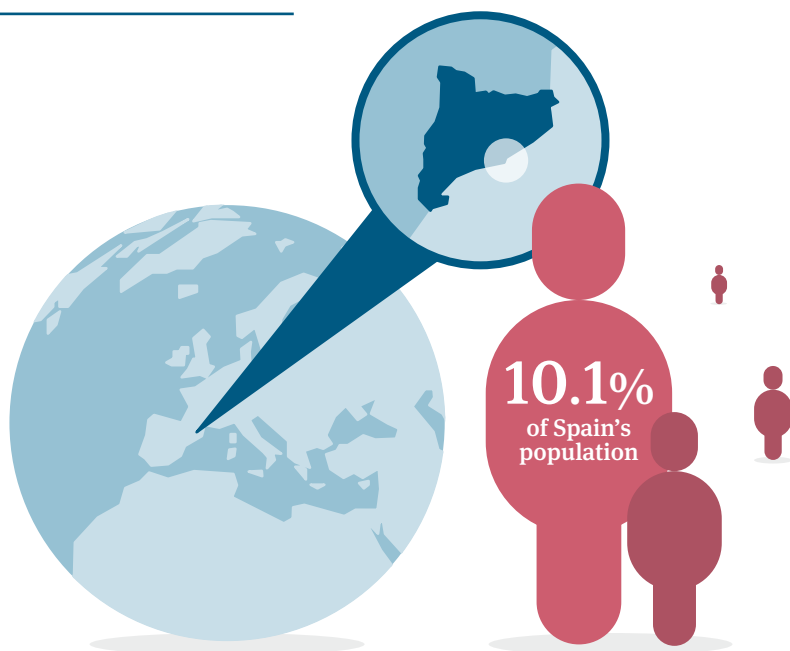


Privileged location

Barcelona is the capital of Catalonia and has more than **1.6 million inhabitants**; it lies at the centre of a metropolitan area that has close to 5 million people (63.4% and 10.1% of the population of Catalonia and Spain, respectively). It is also the centre of a mega-region stretching up to Lyon, which has 27.3 million inhabitants and a GDP of over 700 million euro, making it the sixth most important mega-region in Europe.

Barcelona is cosmopolitan, diverse and intercultural, shown by the fact that 16.7% of city residents are foreigners.

Hi! olá! **16.7%** foreign population





10th top European airport in number of passengers

1st

base port for cruises in Europe

Easy to get to and well connected

Barcelona is easy to get to and well connected: Barcelona-El Prat Airport handled more than **37.5 million passengers** in 2014, placing it tenth among the major European airports in terms of passenger numbers, according to an *Airport Council International* ranking. In 2013, the Port of Barcelona was the top cruise port in Europe and the Mediterranean for the 13th consecutive year and fourth top base port in the world.

Driver of a large, diversified economy

Barcelona's GDP in 2010 was 61,915M €, representing 30.2% of Catalonia's total, while GDP per capita was 38,500 euro. The city has a diversified economic structure, principally made up by the tertiary sector with a significant contribution from strategic sectors; industry still accounts for a significant amount of the metropolitan area's business structure with major clusters in the automotive, chemical-pharmaceutical and food sectors, among others. Barcelona comes 4th and 11th respectively among European and world cities in terms of scientific production, according to the Polytechnic University of Catalonia (UPC). In terms of scientific excellence in the areas of physics and astronomy, there are **three Catalan institutions amongst the world's top 21**, with the Catalan Institution for Research and Advanced Studies (ICREA) in 3rd place.



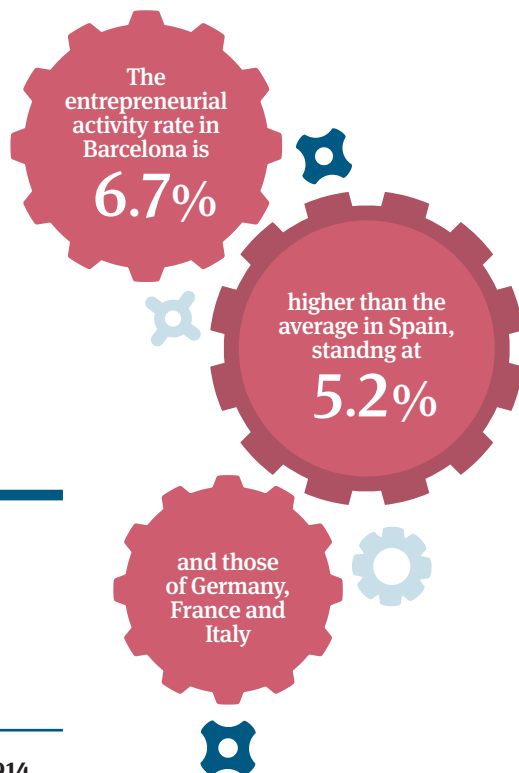
22%

of Spain's innovative companies are in Catalonia



20%

of Spain's GDP



Entrepreneurial and business friendly city

The Barcelona area is home to **434,914 firms**, accounting for 13.9% of all businesses in Spain, and made up mainly by SMEs and micro enterprises that are flexible and adaptable to complex environments. The rate of entrepreneurial activity (TEA) of the resident population (18-64) in the province of Barcelona stood at 6.7% in 2013, clearly above the average in Spain (5.2%) and France (4.6%), Finland (5.3%) and Germany (5%).



14%

of Spanish companies are located in the Barcelona area

The City Council enjoys a healthy financial situation and applies rigorous economic and budgetary management to guarantee supplier payment in 30 days.

A magnet for talent

Barcelona's labour market is significant in terms of size, with almost one million jobs in the city and 2.2 million in the surrounding area. Its activity and employment rates are higher than the averages for Catalonia, Spain and the EU.

 **2** business schools in the top 10 ten in Europe and top 25 in the world

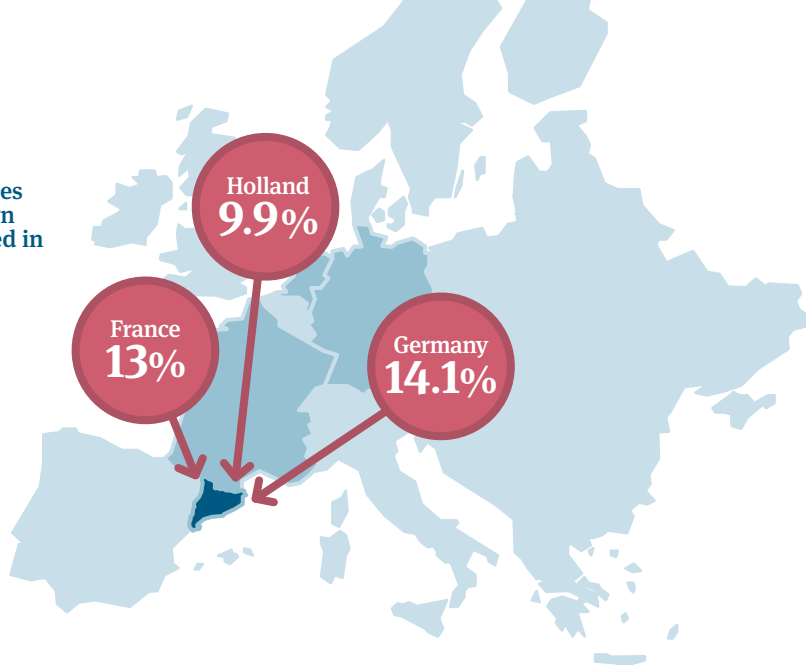
 **54%** of salaried workers in knowledge-related sectors

 **2.9** million jobs in Catalonia

The city has over 108,000 jobs and more than **7,700 companies in areas related to creative industries**; Barcelona accounts for more than 50% of all ICT workers and companies in the Autonomous Region of Catalonia. Catalonia has **12 universities** with more than 240,000 students, and the metropolitan area of Barcelona accounts for nearly 90% of these enrolments at its eight public and private universities.



The main countries
of origin of foreign
companies located in
Catalonia



Internationalized economy

The value of exports coming out of the province of Barcelona was worth 47,057.3 million euro in 2014, the highest value recorded, making it Spain's leading exporter accounting for almost a fifth (19.6%) of all sales abroad. That same year Barcelona had 41,951 exporting firms, which accounts for 28.4% of Spain's total. According to the prestigious *European Investment Monitor* by Ernst & Young, Barcelona/Catalonia was the sixth top urban region in terms of direct foreign investment projects captured in 2013.

KPMG's *Global Investment Monitor* places the Barcelona area in the world's top ten for foreign investment projects received between 2010 and 2014.

Catalonia is home to **more than 5,700 foreign companies**, with Germany (14.1%), France (13%) and the Netherlands (9.9%) accounting for the majority of investments.



1st

urban area in terms
of Spanish export
ranking



1st

European region in
terms of job creation by
foreign investments

Drivers and strategic sectors

The city actively promotes the development of those sectors considered strategic for the economy, such as **ICTs**, **logistics**, the **food sector**, the strong **commerce** and **tourism** sectors, and new cutting-edge business areas like the **biomedical** and electric vehicle sectors in the field of **sustainable energy** and **mobility**. Barcelona is an international benchmark in terms of tourism. According to the International Congress and Convention Association (ICCA), Barcelona is the top city in the world in business tourism in terms of meetings delegate numbers and fourth in terms of international conferences organized in 2013.

Trade and commerce is one of Barcelona's most important areas in terms of the economy, accounting for 22.6% of all companies and 14.9% of workers at the end of 2014; the city has a network of municipal markets generating 1,000 million euro for the economy; the city ranks amongst Europe's top ten most attractive shopping destinations.



7.9 million tourists at hotels

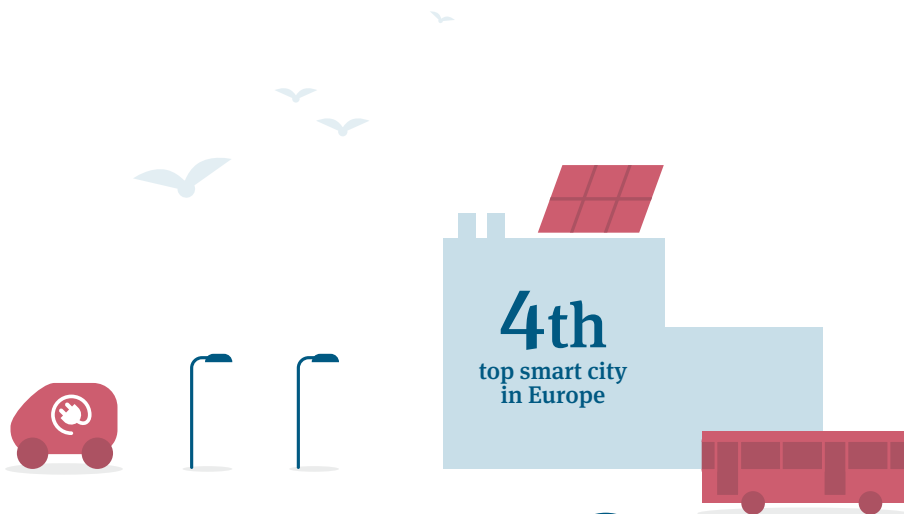


5th top European city for overnights by international tourists



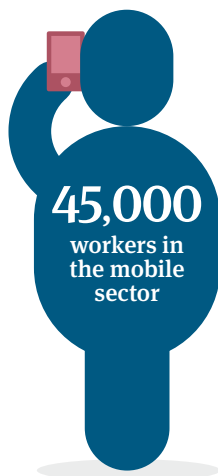
4th best city in the world in terms of international congresses





Ambitious city projects

Barcelona's appointment as **Mobile World Capital** and **European Capital of Innovation** is a clear commitment by the city to become a smart city in terms of innovation and sustainable urban development, making it a benchmark in terms of technology in order to improve quality of life. The city was fourth in a 2013 ranking of European Smart Cities, according to Fast Company-Coexist, and seventh in a report by the International Energy Agency (*EV City Casebook*, 2012).



Best quality of life in Europe

Barcelona's compact and Mediterranean city model helps develop sustainable mobility, which represents 85% of internal travel. The city has **38 international schools** in the Barcelona area, a network of 39 public libraries and nine unique spaces -seven Gaudí buildings, Palau de la Música and Hospital Sant Pau, declared **World Heritage Sites** by UNESCO.



6th

amongst 24 major world cities with the shortest commute times

City brand that adds value

Today the city's main economic driver is its internationalization, while the Barcelona brand is maintaining its strength and ability to attract businesses, employment, foreign investment and talent in what is a highly complex international environment for economies in the south of Europe.

6th region with most foreign investment projects

Attractiveness Survey. Europe 2014, Ernst&Young

9th top reputation, 14 places higher than last year

Reputation Institute, 2014

6th best city in terms of overall brand

The Guardian and Saffron, 2014

7th

most attractive city to work in

Decoding Global Talent 2014, The Boston Consulting Group





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